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Monday, July 14, 1986

Advertising Age

Crain's International Newspaper of Marketing. In Two Sections, Section 1.

ABC, CBS prices drop for 1st time

Big spenders get 5% cuts in upfront

By VERNE GAY

NEW YORK--ABC and CBS made network tv history last week by selling nearly $1.4 billion in prime time upfront inventory at lower rates than the previous year.

This also is the first time any network, let alone two, cut prime time prices. The cuts averaged about 1% less than the 1985-86 upfront market, but fell as much as 5% for some big tv ad spenders.

The cuts are a major victory for advertisers, who reversed a decades-long trend in which rate hikes were routine and often more than 10% a year.

NBC dominated the upfront market for the second straight year with average price hikes of 3% to 7%. The top-rated network sought 20% increases for its best shows.

NBC is expected to command at least $1 billion of the total $2.47 billion 1986-87 prime time upfront marketplace, which is flat over-all compared with last year. ABC already has cleared $700 million in sales, with CBS believed to be slightly behind. CBS, however, claims it leads ABC.

This year's lackluster market performance is due to lower budgets from network tv's biggest spenders. McDonald's Corp., which last year led upfront prime time spenders with a $133 million buy, decreased its expenditure to $120 million. McDonald's agency, Leo Burnett USA, the biggest upfront agency buyer, spent $300 million, down at least $15 million from last year.

The biggest spending cutbacks came from Sears, Roebuck & Co., which halved its upfront spending to $30 million, and Bristol-Myers, which dropped $20 million, to $30 million.

Other big spenders stayed out of the market altogether. Beecham Group, which spent $76.3 million in network tv last year, and Revlon ($24.2 million), made no upfront buys. The computer category also was a bust for the second year in a row, with Apple Computer, Data General, Commodore International and IBM Corp. making no deals.

Package-goods spending also failed to ignite the market. Network spending leader Procter & Gamble spent about $100 million, equal to last year's upfront buy. General Foods made $96 million-to-$100 million in buys, also flat. Johnson & Johnson cut upfront spending from $75 million to $70 million.

Lever Bros. was down to $60 million. Ralston Purina equaled last year's levels with $48 million to $50 million.

Coca-Cola Co., which has yet to complete deals for its estimated $55 million upfront budget, is nearly $5 million off last year's pace.

The market was not totally grim for the Big 3 networks. AT&T reversed a two-year slide by pumping an additional $5 million into its upfront buy. The company spent about $55 million.

The biggest upfront boost came from the wine-cooler segment. Led by E. & J. Gallo, upfront wine spending increased 50% across the three networks to about $100 million.

Despite Big Mac's conservative approach, the fast-food business continued to grow. Burger King raised spending 25% to $50 million, while Wendy's International also made a sizable buy.

Cereals were led this year by Kellogg's $60 million-to-$64 million buy. Kellogg, however, spent more in upfront last year.

The automotive category also

(Continued on Page 78)

Last Minute News

Fox, Murdoch pursue global ad deal

LOS ANGELES—Fox Broadcasting Co. says it and Rupert Murdoch are close to striking a multi-million-dollar global advertising deal with an unnamed agency. The agency, in a precedent-setting plan, would buy time for its clients on FBC's fledgling network, Mr. Murdoch's European Sky Channel and Australia's Network 10 Holdings' Channel 10, in which Mr. Murdoch maintains an interest.

Purina, Gaines pack millions into dog-food ads

ST. LOUIS—Ralston Purina today starts a $25 million tv, magazine and coupon campaign for the national rollout of Lucky Dog dog food (AA, Jan 21, '85). Tatham-Laird & Kudner, Chicago, handles. Purina competitor Gaines Foods, Tarrytown, N.Y., is going national with Gravy Train Puppy, a dry dog food. Chiat/Day, New York, is handling the estimated $13 million campaign for the Anderson Clayton subsidiary. The ad effort breaks in September and includes 50¢-off coupons in freestanding inserts.

Furnishings 2000 reviews $10M account

SAN DIEGO—Furnishings 2000 is reviewing its $10 million account, now at Admarketing, Los Angeles. The retailer may expand into electrical appliances, which would create a conflict with Admarketing client Circuit

(Continued on Page 8)

Saatchi deal not in danger despite losses

Bates lets go 60 in N.Y.

By STEWART ALTER

NEW YORK—Ted Bates Worldwide last week dismissed 60 employes at its flagship unit, Ted Bates Advertising/New York, the final step in keeping profits intact and averting any renegotiation of its $450 million sale to London-based Saatchi & Saatchi Co.

Top officials of the two agency groups met in London July 4 and 5 and set an Aug. 7 closing date on the biggest acquisition in agency history.

Bates chairman Robert Jacoby and several Saatchi officials last week denied persistent rumors the deal would be renegotiated downward if Bates lost 10% of its total billings by closing. Those rumors were fed by word that the original July 31 closing date had been postponed one week.

Since the announcement of the merger, Bates has lost 9.7% of its total billings due to client conflicts with other Saatchi shops.

"The price is not going to be renegotiated, nor have they [the Saatchis] ever brought it up," Mr. Jacoby said. Several Saatchi officials confirmed Mr. Jacoby's report.

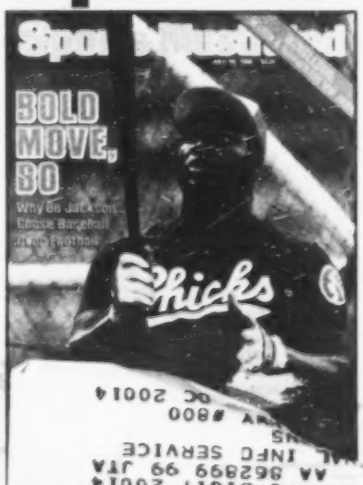
Saatchi's auditing of Bates' 102 offices took a week longer than expected, which is why the tentative July 31 closing had been changed. "The due diligence is done and fine," Mr. Jacoby said. "I have all the closing papers already."

The toll of account losses at Bates has led to the layoffs. Another 25 to 50 people at its William Esty Co. subsidiary also are expected to be let go (AA, July 7).

The major Bates losses—$100 million from Colgate-Palmolive Co., $38 million from Anheuser-Busch's Michelob and $68 million from Warner-Lambert Co.—plus $96 million in RJR Nabisco business lost by Esty—total $302 mil-

(Continued on Page 78)

Sponsor deals enrich Bo and Boris



Nike prefers grid

By ROBERT RAISSMAN

Nike Inc. is about to give Heisman Trophy winner Bo Jackson another incentive to give up professional baseball and sign with the Tampa Bay Buccaneers of the National Football League.

Beaverton, Ore.-based Nike shortly will sign Mr. Jackson (left) to an endorsement contract. If he stays in baseball (he signed with the Kansas City Royals for $100,000 and a $100,000 signing bonus and was assigned to its minor league club, the Memphis Chicks), Mr. Jackson will receive less than $100,000 from Nike.

But a switch to football (he turned down a five-year, $4.6 million offer from Tampa Bay, which made him the first college player selected in this year's NFL draft) could net Mr. Jackson more than $1 million from the Nike deal.

The clause in the Nike contract that

(Continued on Page 76)

Coke inks Becker

By ROBERT RAISSMAN

Boris Becker, the 18-year-old West German tennis star and winner of two consecutive Wimbledon men's singles titles, has signed a multiyear contract with the Coca-Cola Co., Atlanta, worth at least $3 million.

Neither Coca-Cola executives nor representatives of T-V Enterprises, the management company representing Mr. Becker, would confirm financial terms of the deal, which was finalized last month. But sources said Coca-Cola was willing to pay the teen ager's asking price to continue its assault on the teen market by using Mr. Becker on a worldwide basis.

Mr. Becker (right) has won only five major pro tournaments—although two were prestigious Wimbledon titles—but he is the most charismatic player among young tennis fans.

Heather Maclachlan, a director at New

(Continued on Page 76)

NEWSPAPER

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HIGHLIGHTS

Prime time prices down 1
ABC and CBS made network tv history last week by selling nearly $1.4 billion in prime time upfront inventory at lower rates than the previous year.

Athletes make deals 1
Boris Becker, the 18-year-old West German tennis star, has signed a multiyear contract with Coca-Cola Co. worth at least $3 million. And Nike Inc. is about to give Heisman Trophy winner Bo Jackson a deal that will pay him less than $100,000 if he stays in baseball, but would be much more lucrative if he returns to football.

P&G back on track 3
Procter & Gamble's recovery from last year's startling drop in earnings has been better and faster than expected. Not only has the company reasserted itself in its primary businesses, but in the past year P&G has become—through acquisitions—the top over-the-counter drug company in the U.S.

Shops gamble on Cal. lottery 3
California's lottery commission is giving ad agencies a shot at a grand prize, its $30 million account. The commission last week voted to put the account, at Rubin, Postaer & Associates, Los Angeles, for less than a year, in review and at the same time allocated more than 20% of its ad budget for an ethnic marketing agency.

Smoke-ad battle fires up 12
Cigaret advertisers and opponents of tobacco promotion join battle this week under the cloud of a U.S. Supreme Court decision limiting the "freedom" of advertising.

IBM offers dealer help 75
IBM Corp., stung by mounting retail competition, is giving in to dealer demands to provide better profit incentives. IBM last week cut dealer prices up to 18% on most of its pc line, which will allow most high-volume retailers to sell IBM machines as cheaply as leading clone models.

CORPORATE CLOSEUP

Back to basics for Curtis 4
Helene Curtis Industries, caught off-guard by bad timing and a hotly competitive market for personal-care products, is going back to basics. Curtis, the nation's No. 8 haircare marketer, commands a respectable 10% share of the $3.5 billion haircare category but has suffered major embarrassments in the last year.

FEATURES

They're only human 30
Campaigns for Subaru, Citizen Watch and La Yogurt exemplify the Levine, Huntley, Schmidt & Beaver trademark: Witty, beautifully observed slices of humanity. According to Allan Beaver, exec vp-creative director: "We're trying to devise commercials you can relate to on a human level. We've gotten into our stride creatively, and if we can stick to our credo we'll produce terrific advertising. We've been very lucky in getting clients who are very open and, as we've created our own personality, others have come to us."

LHS&B's Allan Beaver, Tony DeGregorio, Bob Nelson and Lee Garfinkel.

Splat! Bam! Crunch! Thwock! 47

Will the loathsome Kount Konflycts succeed in his plot to do in handsome Andy Advertising and winsome Clara Client? Can the mighty Omnicom trio of superheroes save the day? Did you ever think you'd see a cartoon in Advertising Age? *See Rance Crain's column.*

INTERNATIONAL

Israel's poster uproar 50
What began as a creative and profitable advertising idea has turned into a nightmare for Emanuel Shalem, ceo of Poster Media. Mr. Shalem's company constructs bus shelters throughout Israel and places poster ads on them. The ads, many depicting women modeling swimwear, have been at the center of a controversy between secular and ultra-Orthodox Jews angered by the public display of scantily clad females. Other ads that are equally offensive to the religious groups depict men and women together.

South African print troubles 50
Advertisers in South Africa are spending so much more on tv than print media that a growing number of newspapers and magazines is threatened with extinction.

OTHER NEWS

John Reid, who will succeed the dynamic Sergio Zyman as senior vp-marketing at Coca-Cola USA, is a sharp contrast to his controversial predecessor. Page 6.

As part of its prime time ratings comeback strategy, ABC-TV is casting itself as the network that's "making specials 'special' again." Page 24.

Things were going pretty well for Jim Hoge at the *New York Daily News*, until Gimbels died. The closing of Gimbels' Manhattan stores effectively slashed $10 million from the already anemic bottom line of the *News*. To compound the loss, Ohrbach's, another New York retailer that had spent about $1 million annually with the *News*, announced it was selling its stores and closing its Manhattan operation. Page 65.

The *Chicago Sun-Times*, despite improved profits and a less sensational approach to news coverage, still faces what analysts consider tough obstacles in winning back advertisers and readers. Page 65.

Godfather's Pizza president Herman Cain's "100-day turnaround strategy" for the troubled chain culminated last week with new advertising and a new marketing direction. Page 70.

Procter & Gamble last week continued its drive to bring young executives into its top management with the appointment of several new managers. Page 71.

John Wells, who last week was named president of N W Ayer's Midwest division, said his primary goal will be to increase the agency's package-goods accounts. Page 71.

Meredith Corp.'s planned February introduction of *Midwest Living* marks its first subscription magazine startup in two years and reflects the growing appeal of regional publications. Page 79.

SPECIAL REPORT

The North American travel business expects a banner year in 1986 because of several factors, one of which is the strong marketing programs by the states, Canadian provinces and Mexico. For fiscal year 1985, state tourism ad budgets totaled $82.8 million, up 11.8% from the previous year. Special Report examines some of these strong efforts to attract tourists.

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Games offering rays of summer

By JUDANN DAGNOLI

Two marketers of laser-like fantasy games will battle for the hearts and minds of 7-year-olds this summer in a marketing "star wars."

The games begin in August, according to the tag line in Chiat/Day's teaser spot for Laser Tag, marketed by Fremont, Cal.-based Worlds of Wonder. Laser Tag is up against a similar entry from LJN Toys, New York, called Photon Laser Blast, also due next month.

Both games are targeted to children seven and up. They are intended to capitalize on the popularity of Photon Inc., a Dallas-based franchise with 10 nationwide centers in which participants play out

(Continued on Page 78)

Media execs rip porn panel

By GARY LEVIN

Reaction from media last week on the Attorney General's Commission on Pornography report was swift and severe.

Officials at some media outlets said publicity on earlier drafts of the report unfairly grouped mainstream magazines, broadcast media and films with those that contain more explicit "adult" material.

The latter "pornography," the commission said, should be the subject of an intensive consumer effort. The commission suggested consumer "watch groups" boycott retailers selling the material and pressure legislators to ban its sale.

In a section entitled "the por-

(Continued on Page 74)

West Coast news

Wyse eyes account shakeup

Wyse Technology, San Jose, is reviewing its $4 million-to-$6 million account in preparation for its first corporate-image campaign. Incumbent of two years Battenberg, Fillhardt & Wright, San Jose, will be included in the review, along with nine other San Francisco and Silicon Valley agencies. The computer-terminal marketer expects to make a decision by the end of August. Earlier this month, Wyse said it will begin marketing an IBM PC AT-compatible com-

(Continued on Page 78)

Can Coca-Cola tap Reid's fountain magic?

Succeeds Zyman as marketing chief

By NANCY GIGES

John Reid, who will succeed the dynamic Sergio Zyman as senior vp-marketing at Coca-Cola USA, is a sharp contrast to his controversial predecessor, who has been credited with key product and advertising successes despite his often abrasive, impatient style.

Mr. Reid, 35, moves up from vp-marketing in Coca-Cola's fountain department on Aug. 1 when Mr. Zyman, 40, leaves to join a private investment group. Anthony Eames succeeds Mr. Reid, taking the title of vp-director of marketing, fountain sales. Mr. Eames had been director of marketing services for the fountain sales department.

Equipped with a planning and economics background, Mr. Reid will guide Atlanta-based Coca-Cola's advertising efforts at a time when the company is struggling to find the right strategy for selling two sugar colas.

Sources close to the company were somewhat surprised that Mr. Reid was selected over C. Patrick Garner and William Schermerhorn, directors of marketing for citrus and cola brands, respectively. Both reported to Mr. Zyman.

But others suggest that Coca-Cola may be hoping that Mr. Reid can take some of the magic of the fountain department, which has been doing quite well, and transfer it to supermarket shelves, where Coke still has not found a way to combat Pepsi-Cola's aggressiveness.

Some say Mr. Zyman's flamboyant personality led to a mutual agreement that he should leave, but both he and Coca-Cola deny that account. Reports that Mr. Zyman and Coca-Cola USA president Brian Dyson would leave or move into different positions have been circulating for at least six months.

There is still speculation that Mr. Dyson may be involved in a spin-off of bottling operations that Coca-Cola is assembling through acquisition of its biggest bottlers. If so, his most likely successor would be exec vp Edwin Mellett. Mr. Mellett was recruited two years ago from rival PepsiCo, Purchase, N.Y.

A source who worked with Mr. Zyman said: "I think his method of operating probably was a problem.

J. Reid

S. Zyman

He's a dynamo; he works seven days a week. He's more of an entrepreneurial-type person anyway and likes to do his own thing, which doesn't fit into a big corporate organization. He did a job of shaking up that company, to get it going in different directions."

Executives said many bottlers, in particular, objecte ' to his domineering approach and "bottlers have a lot to say about what ultimately happens," the source said.

Mr. Reid, who was not available for comment last week, joined Coca-Cola in 1974 as sales forecasting manager in the market research department. He then moved

(Continued on Page 73)

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CHIEF EXECUTIVE Magazine Congratulates Roger B. Smith, Recipient of Its First Chief Executive of the Year Award.

On July 15, executives from the highest echelon in business will gather in New York to honor Roger B. Smith, Chairman and Chief Executive Officer of General Motors.

Roger Smith was among hundreds of nominees whose names were submitted in a nationwide poll of 25,000 chief executives—every one a subscriber to *Chief Executive* magazine. Final selection was made by this distinguished panel:

JOHN BURTON, Dean, Columbia University Graduate School of Business
ARTHUR LEVITT, JR., Chairman, American Stock Exchange
PATRICK FOLEY, Chairman, Hyatt Hotels
THOMAS NEFF, President, Spencer Stuart & Associates
ROBERT LEAR, Former CEO, F&M Schaefer
IRVING SHAPIRO, Partner, Skadden, Arps, Slate, Meagher & Flom. Former CEO, DuPont

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CORRECTIONS & CLARIFICATIONS

- Oral B toothbrushes are marketed by the Gillette Co., not Johnson & Johnson, which markets the Reach brand (AA, July 7, P. 4).
- In the profile on Needham Harper Worldwide (AA, July 7, P. S-11), Needham only lost the Ramada Inns account in Germany, not the U.S. and Canada portions of the account, as had been reported.
- A profile of *U.S. News & World Report* in the 100 Leading Media Companies report (AA, June 30, P. S-73) incorrectly reported that Gary Fisketjon was named editorial director of *U.S. News & World Report*, replacing Harold Evans. Mr. Fisketjon is editorial director at the *Atlantic Monthly Press*. Mr. Evans, formerly editor-in-chief of *AMP*, left that post July 1 to become vp and senior editor of Weidenfeld & Nicolson in New York. Mr. Evans remains editorial director at *U.S. News*.
- Sally Jessy Raphael's NBC Talknet Radio show airs on 277 stations, not 220 (AA, June 30, P. 48).
- Howard, Merrell & Partners, Raleigh, N.C., won the national Addy award in the local public service, newspaper, category, along with the Triangle Ad Council, Rocky Mount, N.C. (AA, June 16, P. 32). The American Advertising Federation, sponsor of the competition, had erroneously listed another agency as winner.
- A story on Playboy Enterprises (AA, June 16, P. 89) should have noted a $3.5 million quarterly operating loss resulted in part from lowered income, not losses, at *Playboy*, as well as losses at company-owned clubs and lower interest income.

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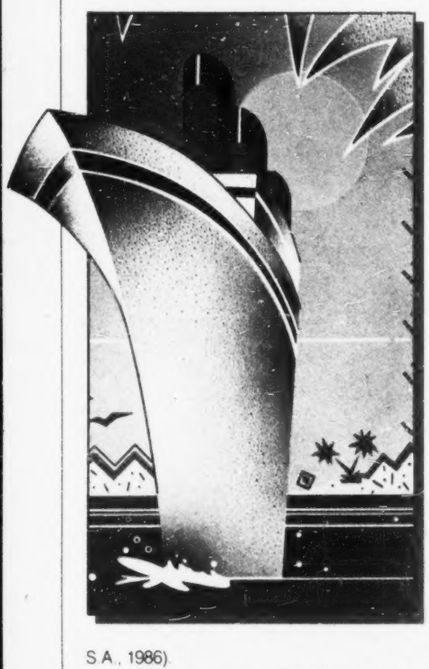
CURRENTS

If you're completely at sea, there's even a cruise to nowhere

Fewer than 10% of U.S. vacationers have discovered cruising, yet it is the fastest-growing segment of the travel industry, writes Douglas Ward, executive director of the International Cruise Passengers Assn., in his book, "Complete Handbook to Cruising" (Editions Berlitz division of Macmillan



S.A., 1986).

In 1985, more than 2 million people worldwide went on a cruise, visiting more than 300 ports. The most recent survey gives Americans the hands-down lead in the seafaring tourist category, followed by the British and the Germans, Ward writes.

The book explores cruising from stem to stern and is packed with information, ratings, anecdotes and ship descriptions. For example, Ward writes, "The standard of luxury is in direct proportion to the length of the cruise." The standard of fun is a much more subjective area. Besides the traditional gastronomical, sports and social events, most cruise ships offer a library with a large selection of books, periodicals and reference materials. One learns also that during the last few years "women have outnumbered men on many cruises by about 8 to 1"—a fact that will not be lost on seaworthy bachelors.

For those who have already settled down, dreams of romantic, moonlit nights at sea may be disrupted by the patter of little feet. Cruise lines are accommodating and entertaining an increasingly younger passenger with extensive kiddie programs. And if the sea air serves to arouse a healthy appetite, duck a l'orange and other delicacies are available from cruise ships' army-size galley stockpiles. The Queen Elizabeth 2, for example, carries as much as 25,000 lbs. of beef and 700 lbs. of marmalade on a trip.

The trend is toward specialty cruises, according to the author, and these range from bridge and chess to Trivial Pursuit, from children's educational to computer science to fashion cruises. There are even murder mystery cruises, and—no kidding—bird-watching cruises. For those who can't or won't make up their minds, there are cruises to "nowhere."

To get one's sea legs in proper stride, Ward offers a dictionary of maritime expressions and terminology (a fathom is 6 ft.), and advice on how to conquer seasickness—before, not after you get the bill.

Anna Sobczynski

The stage is set for another baby boom

Several companies seem to be picking up on that "Back to the Future" theme song, "Back in Time," by Huey Lewis & the News.

Hanna-Barbera Productions' "Flintstones" stars Fred, Wilma, Barney and Betty are coming back in September—as 10-year-olds. (Dino, the Flintstones' pet dinosaur, will be returning as a pup.)

ABC-TV is adding the prehistoric gang to the Saturday morning cartoon roster. The new series is scheduled to run against CBS' "Muppet Babies," Jim Henson's animated series, which was renewed for its third season.

Time travel is nothing new for the Muppets. Before Kermit, Miss Piggy, Rowlf and the rest were turned into toddlers, Henson had included a nonanimated Muppet Babies flashback sequence in the movie "The Muppets Take Manhattan." Since that time, the Babies have revitalized the Muppets' licensing power for New York-based Henson Associates. The company is planning a premium promotion for Pampers disposable diapers and Muppet Babies in 1987; their 1984 premium linkup was Procter & Gamble's "most successful," Henson says.

Flapper Betty Boop—she of the bee-stung lips and wide green eyes and dimpled knees—also is part of this miniaturization process. King Features, New York, has

created Baby Boop-Betty Boop. King has developed this small-fry version of an established character to excite potential licensees in the juvenile marketplace.

Who will go back to the future next?

James P. Forkan

Akimine's unusual way with materials blends fashion and third base

"If you can lift it, you can wear it," says San Francisco's Estelle Akimine, designer of dresses made of sticks, fiberglass screen and, most fetchingly, twin baseball mitts that caress the female torso.

"When I began making [regular] clothes in the late '70s, no one bought them," the 33-year-old designer says. "That was when a lot of punk stuff was coming out. I felt like I was in the Dark Ages." Damning her darning, Akimine traded needle and thread for drill press and wire.

San Francisco is "going crazy with costuming," she says. The large gay community "would do anything to dress up and celebrate. Most actually *prefer* to go as an inanimate object—a Mayan pyramid or the Empire State Bldg. It's not like you can go out on St. Patrick's Day in a green frog suit anymore."

Akimine has designed a cape made of recycled typewriter ribbon, a shirt made from a volleyball net, hats and shifts of thickly painted fiberglass, and the all-American baseball gown.

That's not to mention her matching "Zen" outfits: For him, a stick. For her, a rock. "Zen fashions make you look like nothing, even if you haven't achieved it yet," she quotes from her tongue-in-chic fashion show.

Akimine brings this show to clubs and cabarets. It's entertainment as well as advertising. When people *do* buy her work,

Louis Stetler

San Francisco designer Estelle Akimine's baseball mitt ball gown.

often they don't intend to wear it. "They'll use it as a sculpture and hang it in the living room." Prices start at $250.

A few years ago Akimine couldn't enter sculpture or textile competitions because her art fell somewhere in between. Thanks to broadening definitions of art, today she qualifies for both—"I've actually won some sculpture competitions."

Once in a while, though, she pays a price for her originality. "I used to live in a derelict district, and one night someone broke into my station wagon. They didn't take anything else, but they stole the baseball mitts off my gown."

Lenore Skenazy

Jones, Tork and Dolenz: Still monkeying around after all these years

In recent months certain members of the record business have questioned just how effective music video exposure really is.

Warner Bros. and Columbia Records, for example, announced that their respective supergroups, Van Halen and Journey, would not be doing any music videos to support their current releases. The record companies' contention was video exposure was not needed to promote such big-selling names.

But what if a group's name has rarely been heard since the late '60s?

The Monkees—remember them?—currently touring in the Chunky-sponsored "Anniversary Tour," produced by David Fishof Productions, New York, owe much of their reborn popularity to the exposure they got on MTV Music Television.

From February to April, MTV became Monkee TV, playing reruns of the '60s NBC-TV show "The Monkees" two to three times a day. During "Pleasant Valley Sunday Weekend" 22 hours of the half-hour sitcom were aired.

Ironically, long before anyone had to

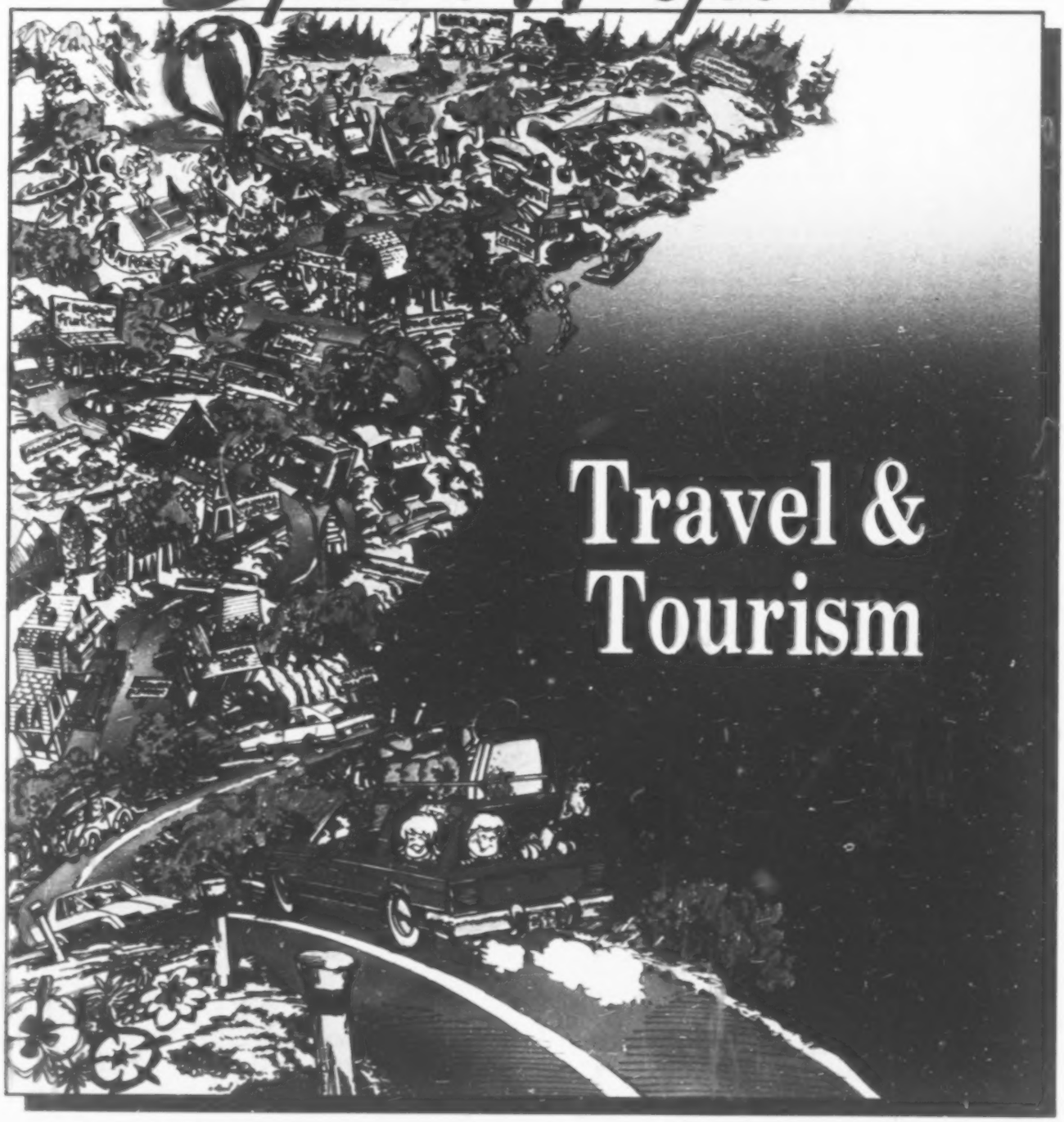
The hot seats

"Currents" takes a look at the latest concert scene with a listing of the top 10 concert draws for the past month.

Headliner/-supporting acts	Venue, city, dates	Total attendance (capacity), No. of shows	Promoter/-sponsors	Gross ticket sales
1. "Conspiracy of Hope Tour" Sting, U2, Bryan Adams	Giants Stadium, East Rutherford, N.J. June 15	50,207 (sellout)	Amnesty Int'l., Hyatt (Nat'l.), Coca-Cola	$1,757,245
2. June Jam: Alabama, Willie Nelson, Charlie Daniels	Ft. Payne H.S., Ft.Payne, AL, June 14	61,867 (sellout)	Fowler Proms./ Wrangler	$1,082,672
3. Bob Dylan/ Tom Petty/ Grateful Dead	Humphrey Metrodome, Minneapolis, MN., June 26	50,588 (53,000)	Monarch/ Westwood One	$1,011,760
4. ZZ Top/ Del Fuegos	Capitol Centre, Landover, MD, May 24-27	62, 924 (15,731) 4 sellouts	Beaver Prods./ Cellar Door Prods.	$975,322
5. Budweiser Superfest: Patti Labelle, New Edition	RFK Stadium, Washington, D.C., June 14	34,788 (62,859)	Dimensions/ Anheuser-Busch	$752,390
6. ZZ Top/ Del Fuegos	Meadowlands Area, East Rutherford, N.J. June 9-11	45,862 (16,000) 3 shows	Monarch/ St. Pauli Girl	$728,217
7. Ozzy Osbourne/ Metallica	Long Beach Center, Long Beach, CA, June 13-15	39,797 (13,266) 3 sellouts	Avalon/ KNAC-AM	$667,438
8. Grateful Dead	Alpine Valley, EastTroy, WI, June 28-29	51,109 (28,000) 2 shows	Monarch/ Budweiser	$641,297
9. Bob Dylan/ Tom Petty	Pacific Ampitheatre, Costa Mesa, CA, June 16-17	37,528 (18,764) 2 sellouts	Nederlander/ Westwood One	$626,682
10. Neil Diamond	Reunion Arena, Dallas, TX, June 9-10	37,196 (18,598) 2 sellouts	Chandler Ltd.	$608,977

Source: © Amusement Business

Special Report



Travel & Tourism

Marketing takes to the highroad

By Marie Spadoni

Stars, stripes and staying home will be the 1986 tourism anthem in North America.

Several factors will contribute to the momentum of 1986 tourism and continued prosperity for the future, but the key is a strong marketing program, industry sources say.

For fiscal year 1985, state ad budgets totaled about $82.8 million, an increase of about 11.8% from the previous year, according to the U.S. Travel Data Center in Washington. In 1985, 558.4 million trips were taken in the U.S., about 30.2 million more than the previous year.

"The amount of marketing pressure placed on the industry has grown at a geometric rate," says Tom Davidson, of York, Me.-based Davidson-Peterson Associates, a research company that specializes in travel. "Increased competition has resulted in an increase in marketing effectiveness." As the market matures, there has been an influx of marketing-savvy people to the industry and a continual increase in ad budgets.

Snowballing ad budgets began when New York state in 1979 doubled its budget to $10 million in one year, says Douglas Frechtling, director of the U.S. Travel Data Center.

"From that point, it was a competition domino effect, as states decided they had to promote and use tourism, rather than manufacturing, as an economic development strategy."

The industry just now is beginning to reap the rewards of a shift in marketing strategy. In 1985, tourism-derived revenue for the U.S. was up about 7% from the previous year to $269 billion, with $12 billion coming from foreign visitors, according to the U.S. Travel Data Center.

Virtually gone are the lackluster chamber of commerce-type tourism promotions that detailed a state's historic and cultural sites. In their place is tourism marketing that is "the packaging of products," says Alan Fredericks, editor of *Travel Weekly*, a New York-based in-

(Continued on Page S-2)

Leading state travel budgets

1. Illinois	$15,500,000
2. Michigan	11,800,000
3. Tennessee	10,645,900
4. New York	10,600,000
5. Florida	9,498,292

Largest increases in state tourism budgets*

1. Indiana	$2,532,000	56.5%
2. Iowa	1,014,964	42.5
3. Texas	5,157,183	35.3
4. Tennessee	10,645,900	34.0
5. Maryland	3,311,901	30.0

*Figures show an increase from fiscal 1985.
Source for tables: U.S. Travel Data Center figures for fiscal 1986

Main attraction not only show in New York state

By Lisa Phillips

The eyes of the nation turned to New York for its Fourth of July celebration this year, while New York state and neighboring states turned their eyes on the 39 million visitors expected to visit Miss Liberty during 1986, hoping the travelers will spend some time and money with them.

In 1985, 17.2 million tourists visited New York City. This summer, the New York State Department of Commerce expects an additional 22 million visitors to show up for the Statue of Liberty's 100th birthday celebration and 6 million more were expected on the Fourth of July weekend alone.

And the party isn't over yet. Although summer and the Fourth of July weekend are peak travel periods, Miss Liberty's true anniversary isn't until Oct. 28, the date of official dedication in 1886. Liberty-related festivities, ceremonies, exhibits and attractions will continue statewide through November.

In 1985, an estimated 50 million tourists traveled through New York state, spending about $14.4 billion, according to Bern Rotman, spokesman for the state's tourism development division. Those figures represent only a slight increase from 1984 tourism numbers, he says.

But thanks to the two years of hype and hoopla focused on the Statue of Liberty, New York state officials are braced for a banner tourism year in 1986. The state expects a 5% to 10% increase in tourist traffic this summer, says Linda Fisher, deputy commissioner of tourism development.

Last September, the tourism division began planning a special promotional campaign to capitalize on Miss Liberty's 100th birthday, says Ron Moss, tourism commissioner for the New York Department of Commerce.

Keeping the tourists in New York state once they've arrived isn't being left to chance. In mid-May, print ads in major metropolitan newspapers, including the *Boston Globe* and *Philadelphia Inquirer*, began offering free booklets called Liberty Passports, which contain 200 coupons worth more than $2,200 in discounts for hotel rooms, restaurants and attractions around the state.

By mid-July, all 850,000 Liberty Passports printed will be shipped from the Commerce Department to individuals, travel agencies and bulk distributors, Mr. Rotman says.

A rise in New York's tourism likely will mean an increase in tourism traffic for the entire region, but New York is gearing up to keep as much spending within its borders as possible.

"Pennsylvania, Massachusetts, Canada—all are aiming their guns at New York state. They all have new campaigns," Mr. Moss said at a May press conference unveiling the state's special summer campaign, themed "New York State of Mind." The $3 million effort is intended to lure visitors upstate.

SSC&B:Lintas USA, New York, which last September won a new $1.5 million business development account for the state, was commissioned to create the special summer promotion. The agency hit on the "New York State of Mind" song, featuring entertainer and New York native Billy Joel's music and vocals.

Liberty Weekend has put New York state tourism directors in a happy state of mind.

The two tv spots show quick cuts of New York state tourist attractions, including Boldt Castle in the Thousand Islands, Niagara Falls, horse racing at Saratoga and the Statue of Liberty.

Both tv spots—one 60 and one 30-second—broke June 2 in 23 northeast U.S. markets, plus the Canadian provinces of Ontario and Quebec.

At the same time, New York began running the spots in the Chicago, Los Angeles and San Francisco markets. The campaign originally was scheduled to end July 1, but it may be extended, Mr. Rotman says.

Tv spots featuring the long-running "I Love New York" campaign, via Wells, Rich, Greene, New York, have been retired for the summer, Mr. Rotman says. New spots for fall and winter tourism will break after Labor Day. Meanwhile, the "I Love New York" theme is running only in print ads.

New York's neighbors aren't sitting quietly by, waiting for a surfeit of tourists to cross their borders.

Massachusetts, the largest tourism destination in New England, increased its 1986 tourism budget, including pr, collateral and staff salaries, to $9.3 million from $7.6 million in fiscal 1984, according to Jonathan Hyde, a spokesman for the Massachusetts Department of Commerce & Development. In 1983, Massachusetts committed only $2.1 million to tourism promotion, he says.

Three 30-second tv spots began running at the end of May in northeastern markets, as well as in Toronto and Los Angeles for the first time. Each spot focuses on a separate part of the state, from cities to seashore to countryside. And in the state of Paul Revere, Bunker Hill and the Minuteman, "We market history heavily," Mr. Hyde says.

The state's slogan, "The spirit of Massachusetts is the spirit of America," created by Ingalls Advertising, Boston, reflects that slant. The slogan is beginning its third year and still going strong, backed by a $3.8 million spring-summer media buy.

Massachusetts wasn't trying to lure visitors from the Statue of Liberty celebration, Mr. Hyde says. Several trends came together to raise the state's hopes of garnering more visitors.

"The current psychology is that if you'd planned and canceled a trip to Europe, you're more inclined to take a big trip just to get away," Mr. Hyde says.

New Jersey also is hoping to cash in on those get-away travelers. In 1986, the state extended its campaign into Washington, Maryland, Delaware, Virginia, Ohio and northeastern New York, according to Victoria Schmidt, director of the state's tourism bureau in Trenton, N.J.

New Jersey is expecting a 10% increase in tourists this summer, but that is coincidental to the Liberty Centennial celebration, Ms. Schmidt says.

While the state doesn't have exact figures for total tourist traffic, last year 30 million people visited Atlantic City, and 10 million went to the Meadowlands Arena. Increased media spending accounted for the largest jump in the bureau's over-all budget, which was $6.5 million this year, up from $5.5 million in 1985. AA

Marketing takes highroad

(Continued from Page S-1)

dustry trade publication.

Tourism marketing previously relied on the private sector, but public agencies have increased their activity. "There has been an acceleration of involvement at all levels in marketing tourism products in order to bring in revenues," he says.

A national trend in advertising is emerging, Mr. Fredericks says. "It's not a direct result of external circumstances, just a continuation of an ongoing trend."

In 1986, however, external factors are influencing tourism.

For example, British Columbia and the Pacific Northwest are top-heavy with travelers—and cruise liners—drawn to Expo '86 in Vancouver; two years of pre-Liberty Weekend celebration in New York stimulated a keen interest in Americana, and airline fare wars rage on as a continuing result of deregulation. But perhaps the most frequently talked about subject is international terrorism.

"It's hysterical, what's happening right now," says Anastasia Kostoff-Mann, president of Los Angeles-based M[illegible] Allan Travel and chairwoman of the Travel and Tourism Research Assn., Salt Lake City. "And a lot of people don't realize the rebound effect on our economy is damaging."

While a portion of public concern over international travel is sensational, tourists' attitudes are not likely to change overnight. "I think terrorism abroad will abate as a problem, but I don't see a resurgence in travel abroad, particularly in Europe, because of the dollar," Mr. Frechtling says.

Travel Weekly's Mr. Fredericks agrees, saying Europe will take a couple of seasons to return as a desirable tourism destination.

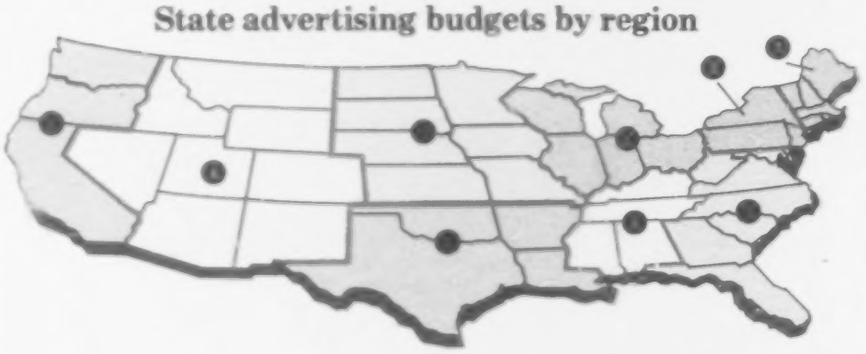
Consequently, massive international advertising and marketing efforts are being made. "Advertising is their only hope now," Ms. Kostoff-Mann says. "If the media is going to attack with airtime, the industry has to attack in the same way."

The international airline and hospitality industries have been hit hardest, while cruise lines have the advantage of putting their ships in other ports, she says. "The hysteria created by the media can be calmed by a good and well-directed marketing campaign."

Although consumers look at international terrorism as the primary reason for an upswing in North American tourism, observers recognize it as only one of many factors in an industry that has become solid because of continued growth and expertise in marketing strategy.

"Tourism research is more sophisticated, as well as the recognition of how much tourism benefits an economy," Mr. Fredericks says. "There has been a realization of the rippling effect of tourism dollars within an economy." AA

State advertising budgets by region



Region	Fiscal 1986 ad budget per region	Per cent change from fiscal 1985
New England	$6,688,068	12.9%
Mid Atlantic	11,189,100	9.5
South Atlantic	15,381,686	21.0
East South Central	5,379,450	103.4
West South Central	4,040,024	−3.3
East North Central	15,070,000	21.6
West North Central	6,018,481	41.3
Mountain	8,584,880	11.2
Pacific (includes Alaska, Hawaii)	10,212,600	−4.1

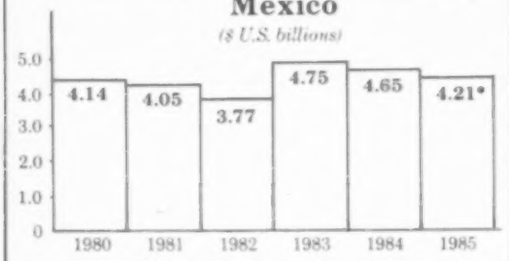
Source: U.S. Travel Data Center

Resorts warm Mexico's chilly tourism industry

Mexican fact dance

Total tourism spending in Mexico

($ U.S. billions)



Breakdown by air and by land

Year	By air	By land
1985	2.69*	1.51*
1984	3.00	1.65
1983	2.99	1.76
1982	2.17	1.59
1981	2.34	1.70
1980	2.47	1.67

*Figures for Sept.-Dec., 1985 are estimated.

U.S. tourist spending in Mexico

($ U.S. millions)

Year	Total dollars
1985	3.54*
1984	3.94
1983	4.09
1982	3.24
1981	3.45
1980	3.44

*Figures for Sept.-Dec., 1985 are estimated.

1985 breakdown by state

($ U.S. millions)

1. Texas	1,109
2. California	753
3. Arizona	212
4. Illinois	183
5. Florida	175
6. New York	120
7. New Mexico	82
8. Pennsylvania	58
9. New Jersey	42
10. Ohio	31
All others	776

Revenues from tourism by origin

($ U.S. billions)

Country	1985	1984	1983
United States	1,300	1,500	1,300
Canada	133	122	111
Europe	96	153	122
Latin America	129	129	93
Other	14	12	14
Total	**1,700**	**1,920**	**1,640**

Profile of the Tourist

Year	Daily spending	Avg. stay
1985	9.1 days	$44.90
1984	9.5	44.2
1983	9.2	37.2
1982	10.3	42.3
1980	10.1	39.9

Source for all charts: Secretaria de Turismo, Mexico City, March, 1986

Advertise in Travel-Holiday, and your message won't sail wide of its mark. Our readers have the Inclination as well as the Time and Money (TIM) for serious travel, taking 25 million trips last year. It's their hobby, their recreation, their life. Avid readers as well, they average two hours per issue and send nearly a million requests annually for information from our advertisers. Why not you? For our new media kit to help launch your ad, contact Ruth Halpert, Adv. Dir., Travel-Holiday, Travel Building, Floral Park, NY 11001. (516) 352-9700.

Time, Inclination and Money. Our readers have it.

TRAVEL-HOLIDAY

GOT A COMET BY THE TAIL

*Source: Erdos & Morgan, 1985

By Richard Edel

The ads say "Feel the warmth of Mexico," but many Americans are giving it the cold shoulder instead. In a year when North American destinations are popular, one would expect Mexico's cities and resorts to be swarming with vacationers. But 1986 is expected to follow the 1985 pattern, when travel to Mexico dropped. In 1985, the most recent figures available, travel from the U.S. to Mexico declined nearly 16% from a 1983 peak of more than 4 million persons, according to the U.S. Travel & Tourism Administration in Washington.

If there is a silver lining in this gloomy statistic, it is Mexico's resort business. In 1985, after a long-term pattern of nearly explosive growth, the resort industry maintained an even level from the previous year, even while travel to historic, archeological and colonial attractions was down. Consequently, Mexico continues to develop its vast resources of sun and sand as avidly as it sank new oil wells in the 1970s.

"Mexico has always been an important product for travel companies, and it always will be," says Alan Fredericks, associate publisher and editor of *Travel Weekly*, a New York-based trade publication. "Unfortunately, unlike Hawaii, Alaska, Bermuda, Canada and other [North American] destinations, you can't turn away from the negatives in Europe and look at an entirely positive situation for Mexico this year," he says.

Tourists tend to equate newspaper headlines with general conditions at their destinations. "People hear 'terrorism-Europe,' 'crime-New York,' 'earthquake-Mexico,' " and they refuse to go there, even though the problems may only be localized, Mr. Fredericks says. "It's very difficult to overcome these impressions with facts."

The facts: Mexico is faced with slumping markets for oil and manufacturing, its two leading industries, and is intensifying its efforts to promote tourism, the third largest sector at about $2 billion a year, says a spokesman for Mexico's secretary of tourism. Tourism also is critically important as a source of employment, he says.

But Mexico's strategy in developing tourism has changed dramatically in recent years. Escorted tours of cultural or historic sites are giving way to fun in the sun vacations at resort communities on the west and east coasts and travel experts say this represents a key shift in Mexico's tourism economy.

"Mexican travel in the past was more of a cultural vacation," Mr. Fredericks says. "To a greater degree today it's more of a resort sell with resort areas now accounting for a great deal of the tourism."

Richard Edel is a frequent contributor to Special Report.

In 1980, for example, airport arrivals at interior cities outnumbered those at beach destinations by 3 to 1. The ratio declined to slightly more than 2 to 1 in 1985, according to the Secretary of Tourism in Mexico City.

"I'm bullish on the outlook for Mexico travel, particularly as we go into the 1986-87 winter season," says Tim Warnock, vp-Mexico products for Denver-based First Tours, a unit of Carlson Cos., Minneapolis, a hotel, restaurant and travel corporation.

Mexico's tourism promotion is turning to the fun in the sun approach.

"From our standpoint we see a definite increase to resort destinations," Mr. Warnock says. First Tours' business to Mexico's resorts increased 25% in 1985, and Mr. Warnock projects another 15% to 20% increase in 1986. "But we don't know whether the increase is cyclical or a long-term trend."

But a spokesman for another Carlson unit, Minneapolis-based Cartan Tours, says Cartan is canceling several of its midseason Mexico tours because of lack of interest and shifting tour packages to Canada and Hawaii.

The Cartan tours were primarily to colonial and archeological points of interest, catering to a generally older clientele, Mr. Warnock says. This market has been sensitive to news reports of the September earthquake and to reports of danger south of the border.

"Television news was graphic in its portrayal of the earthquake disaster," he says. "This led to misperceptions about the extent of the damage." The city damage was confined to an area about the size of New York's Central Park, newspaper correspondents say.

The earthquake, registering 7.8 on the Richter scale, devastated a densely populated section of Mexico City, resulting in thousands of deaths and $1 billion in damage.

News reports of the disaster undeniably had a significant impact on Mexican tourism, coming as they did only months before the peak winter season, says Fernando Jarces-Soto, ad manager for Mexicana Airlines, Los Angeles.

For example, tourism to Mexico City was 2.1 million persons in 1985, down 16% from 1984, according to Mexico's secretary of tourism. Travel to Ixtapa, a resort area 200 miles southwest of Mexico City that also was damaged in the quake, was 311,000 in 1985, down 9% from the previous year.

"People in the United States live in such a stable, civilized society that anything unusual happening outside their borders scares the hell out of them," Jarces-Soto says. "The truth is that chaos is the natural state of things around the world."

Although 1985 tourism was down, he says air travel to resort areas, especially Cancun, continues to be strong.

For a decade, Mexico has been investing heavily in the construction of beach resort areas through Fonatur, a government agency. Since 1974, Mexico has added 83,465 hotel rooms, mainly in the five planned resorts of Cancun, Ixtapa Zihuatanejo, Loreto, Cabo San Lucas and Guaymas, a spokesman for the secretary of tourism says. The cost, according to the spokesman, was 204,221 million pesos, equivalent to about $2.4 billion, based on average exchange rates for the 10-year period.

Fonatur lays the groundwork by installing water and sanitary sewer lines, roads and other pieces of the resort infrastructure. Private developers follow with hotel developments, such as one recently announced between New York-based Hilton International, a subsidiary of Trans World Airlines, and Protexa Group, an industrial company based in Monterrey.

The two companies are planning a 434-room beachfront resort in Cancun to open in 1988. It could be the first of several resort and city developments for the partnership, a Hilton spokesman says.

Such developments are small but important pieces of a growing success story for Mexican tourism. Cancun, for example, was a sparsely populated, sandy island 20 years ago when Mexico began developing it as a tourism resource.

In 1975, Cancun had 1,322 hotel rooms, an occupancy rate of 51% and 100,000 visitors, mostly Mexican nationals. In 1985, Cancun has 6,591 rooms, an occupancy rate of 72%, and hosted 500,000 foreign guests and 230,000 nationals in 1985, up 2% from 1984.

A similar growth pattern is being experienced by several resort areas along Mexico's Pacific coast.

However, Pacific coast resorts will be hurt in the summer of 1986 because several cruise lines are diverting vessels from tours along Mexico's coast to tours of Alaska and Canada, says Jack Beuttell, vp-marketing for Sitmar Cruises, Los Angeles. Sitmar, Holland America and Princess cruises all are diverting ships, he says.

"Quite honestly, there's more demand for Alaska this summer. It's a question of seasonality and I suppose Expo '86 has a lot to do with it. We'll continue to support Mexico for nine months out of the year."

As Mexico's resort communities become more successful, marketers find ways to incorporate them into package deals, says Dolores Avalos, director-advertising for Westin Hotels & Resorts, Mexico City. Westin is working jointly with several airlines, including Mexicana, American Airlines and Aero-Mexico, and with tour wholesalers to create resort packages at reasonable prices, she says.

The advertising theme, "Think Mexico this summer . . . you get the best places at the best value," is breaking in key markets, including New York, Seattle and Houston, Ms. Avalos says. Westin also anticipates a boost in tour travel after last month's World Cup soccer games, held in Mexico City.

The Mexican government continues backing tourism with its "Feel the warmth" campaign, created by Dancer Fitzgerald Sample, New York. Introduced in April, 1985, in the U.S. and Canada with an annual budget of $12 million to $15 million, the campaign airs on network tv from mid-December to mid-April, Mexico's peak tourism season, and on spot tv the rest of the year.

About a third of the budget is divided between print media and newspapers. Mexico also has a $1 million annual budget for five western European countries and Japan.

Jim Hunter, senior vp-management supervisor at DFS, says the campaign is people oriented.

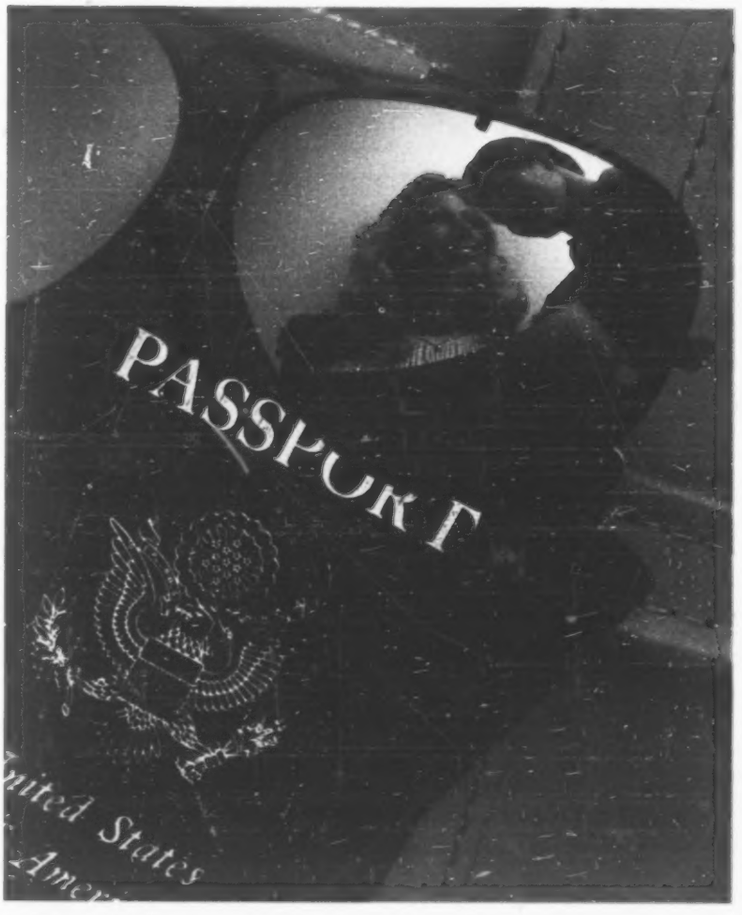
"We feel that most travel advertising doesn't show tourists relating to the people in the country they're visiting," he says. "This campaign features the two greatest assets of Mexico—the warmth of the people and the warmth of the sun."

Mr. Hunter says the Mexican government is attuned to the relationship between the country's image and the repercussions on tourism.

"The government has taken a very positive stance on tourism from the president [Miguel de la Madrid Hurtado] on down," he says. "Let's face it, with the price of oil going down, they need all the foreign currency through tourism that they can get." ■

More about Florida's Money Market

Nearly half the population of Fort Lauderdale/South Palm Beach hold passports. Almost 40% used them in the past three years.



The News/Sun-Sentinel delivers two out of three readers in Florida's affluent Money Market.

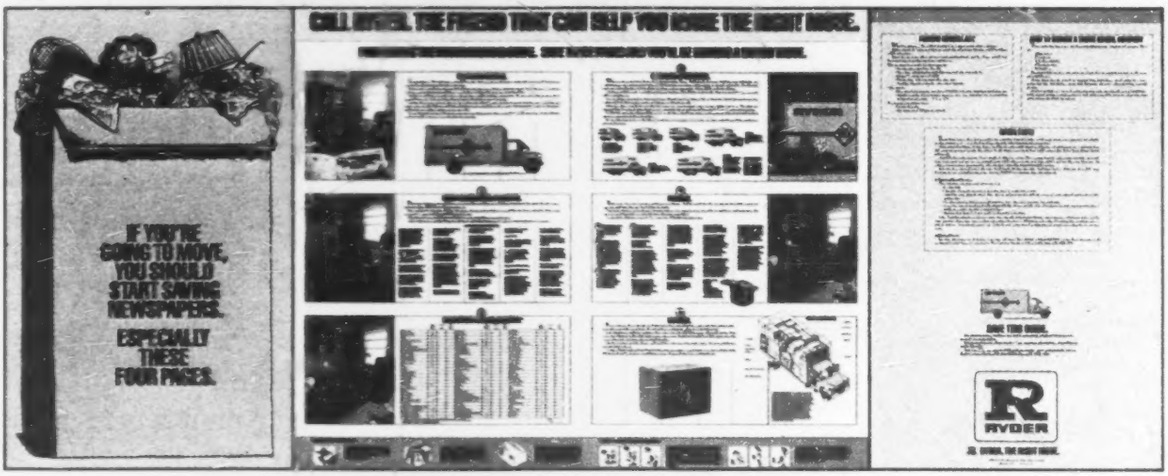
Fort Lauderdale/South Palm Beach
News/Sun-Sentinel
Florida's Money Market

Represented nationally by C.W.O. & O.; Sunday Magazine Network, in Florida by Publishers Representatives of Florida.
The News/Sun-Sentinel is a Tribune Company Newspaper.

BEST OF PRESS

If you're planning a move, you'll want this ad, a Burton-Campbell Inc., Atlanta, effort for Ryder Truck rental in Miami. The four-page ad, which ran in *USA Today*, uses a teaser on the first page; an attractive yet information-packed layout, with color, in the center spread, and leaves the hard sell for the last page. Creative director: Gabe Massimi; art directors: Tom Sapp, Randy Spear; copywriters: Gary Towers, Dianna Thorington.

Best of Press selections are made by Hank Simons, vp-creative director of the Newspaper Advertising Bureau; James Dunaway, vp-information at the bureau, and William F. Gloede of Advertising Age. National System Inc., St. Louis, provides tear sheets to the Newspaper Advertising Bureau for much of this work.


IF YOU'RE GOING TO MOVE, YOU SHOULD START SAVING NEWSPAPERS.
ESPECIALLY THESE FOUR PAGES.
CALL RYDER, THE FRIENDLY TRUCK THAT CAN HELP YOU MOVE THE RIGHT WAY.
RYDER

On June 10th
5,200 of you will devour, nibble, and sip:
8,250 glasses of champagne,
5,500 tins of caviar,
11,000 scones and
917 lbs. of smoked salmon.
All for nothing.
Go for it, America!
On June 10th every one of British Airways' 5,200 seats to Britain will be FREE. Win two of them.
To go for it, America, just enter here.
BRITISH AIRWAYS

Saatchi & Saatchi Compton's campaign for British Airways awarding 5,200 free flights was a classic use of the newspaper to whet readers' appetites, then satiate same. This ad, the finale in the series, followed efforts that gave hints about the prize, but never got specific. Creative directors: Charlie Abrams, David Herzbrun; art directors: Charlie Abrams, Douglas Levin, Dale Tangeman; copywriters: Jennifer Brooke, Robert Solomon, Norman Weill.

And Korey, Kay & Partners successfully exploited the interest engendered by the British Airways campaign by running this ad for its client, Virgin Atlantic Airways, normally the low-cost carrier. Associate creative director and art director: Neil Leinwohl; associate creative director and copywriter: Kevin McKeon.

IT HAS ALWAYS BEEN VIRGIN'S POLICY TO ENCOURAGE YOU TO FLY TO LONDON FOR AS LITTLE AS POSSIBLE.
SO ON JUNE 10 WE ENCOURAGE YOU TO FLY BRITISH AIRWAYS.
VIRGIN ATLANTIC AIRWAYS

FLASH REPORT: Newspaper advertising investment for April

April 1986	IN 100 THOUSANDS	IN MILLIONS	DOLLARS		CHANGE	
CATEGORIES	YEAR		1986	1985	ACTUAL $ G OR L	% G OR L
Amusements	1986		$28,989,315	$25,753,716	+3,234,599	+12.6
	1985					
Computer stores & supplies	1986		4,345,634	4,273,823	+71,811	+1.7
	1985					
Department stores	1986		91,815,534	78,173,838	+13,641,696	+17.5
	1985					
Food stores	1986		30,080,737	25,040,224	+5,040,513	+20.1
	1985					
Radio, tv, phonographs, records	1986		18,313,980	15,431,273	+2,882,707	+18.7
	1985					
General merchandise stores	1986		41,838,740	36,220,629	+5,618,111	+15.5
	1985					
Alcoholic beverages	1986		2,042,680	2,640,816	-598,156	-22.7
	1985					
Cameras, photo supplies & services	1986		21,475	242,805	-221,330	-91.2
	1985					
Computers, equipment & services	1986		3,601,455	4,747,205	-1,145,750	-24.1
	1985					
Public service utilities & communications	1986		6,062,346	8,448,235	-2,385,889	-28.2
	1985					
Publishing & media	1986		11,509,828	11,684,491	-174,663	-1.5
	1985					
Cigarets	1986		6,835,322	3,025,383	+3,809,939	+125.9
	1985					
Airlines	1986		14,555,964	14,390,920	+165,044	+1.1
	1985					
Passenger cars-new	1986		18,319,261	12,784,167	+5,535,094	+43.3
	1985					
Banks & trust companies	1986		10,293,394	9,847,170	+448,224	+4.5
	1985					
Stock, bond & investment houses	1986		2,215,712	1,280,195	+935,517	+73.1
	1985					

This Flash Report of newspaper advertiser investments, compiled for Advertising Age by Media Records, is derived from tabulations that cover 29 dailies and 23 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.#

Source: Media Records Inc.

Newspaper ads jump 14.5%

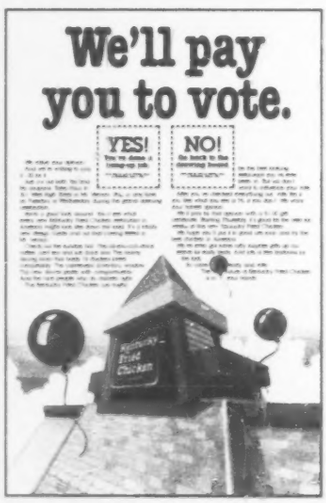
New York—Advertiser spending in the daily newspapers measured for the Advertising Age Flash Report by Media Records Inc. here shows a 14.5% increase in April, 1986, to $290.8 million. Food stores, department stores and general-merchandise stores all posted double-digit increases over April '85, with the food-stores category leading the way by increasing spending 20.1% to $30.1 million.

Department-store spending was up 17.5% to $91.8 million, and general-merchandise stores hiked spending 15.5% to $41.8 million.

Among other category gainers were amusements, up 12.6% to $29 million; radio-tv-phonograph-records retailers, up 18.7% to $18.3 million; cigarets, where spending more than doubled, up 125.9% to $6.8 million; airlines, up 1.1% to $14.5 million; new passenger cars, up 43.3% to $18.3 million; banks and trust companies, up 4.5% to $10.3 million; stock, bond and investment houses, up 73.1% to $2.2 million, and computer stores and supplies, up 1.7% to $4.3 million.

Among losing categories were alcoholic beverages, down 22.7% to $2 million; camera-photo supplies-services retailers, off 91.2% to $21,475; computer equipment and services, down 24.1% to $3.6 million; public service utilities and commissions, down 28.2% to $6.1 million, and publishing and media, off 1.5% to $11.5 million.

The Flash Report is based on SAU inch measurements by MRI in 29 daily and 23 Sunday newspapers in 15 major markets.#



This ad for a new Kentucky Fried Chicken store in Mount Vernon, O., via Innis Maggiore Olson Advertising & Marketing in Canton, O., used a good headline, color and coupons worth $1 off a food purchase to bring in the customers. And come in they did, in record numbers. KFC corporate is considering using the ad in other markets. Creative director and copywriter: Barry Olson; art director: Bob Petersen; illustrator: Sue Koudelka.

Thanks, Apple.
Late Monday night, May 19, 1986, we learned that Apple Computer was moving its advertising account from Chiat/Day to BBDO.
That marks the end of the roller coaster adventure our two companies have shared for nearly seven years. Together, we introduced a new technology to the world, founded a new industry in America and changed forever the way business talks to business.
Now we'd like to take this moment to say thanks, Apple.
Thanks for letting us make a little history.
Thanks for demanding our best, and then more than our best.
Thanks most of all for actually using our best, year after challenging year.
You've done for us what 1776 did for Uncle Dane Steinbach, what Hathaway did for Ogilvy & Mather, what McDonald's did for Needham, Harper & Steers.
So thanks, Apple.
It's been a great ride.
Chiat/Day

We thought this ad was simply a class act, following a history of good, sometimes great creative newspaper advertising by Chiat/Day, Los Angeles, for Apple Computer. The ad was written by Lee Clow, president, executive creative director, and Steve Hayden, senior vp and creative director.

Ad pages in farm publications for 6 months, 1986-85

Second-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

	Pages			
	April-June 1986	April-June 1985	Jan.-June 1986	Jan.-June 1985
Canadian				
Country Guide				
Eastern Edition	135.6	135.0	255.6	279.3
National Edition	226.8	264.4	448.2	540.5
Western Edition	178.3	189.6	318.4	368.5
Le Bulletin des Agriculteurs	—	—	—	—
Total Group	540.7	589.0	1,022.2	1,188.3
% change	-8.2%		-13.9%	
Dairy & livestock				
Beef Magazine A	101.8	132.6	270.8	355.9
Beefweek	66.4	123.0	200.5	267.5
The Cattleman	269.6	327.1	544.0	672.3
Dairy	74.8	75.2	156.1	156.3
Dairy Herd Management	35.9	66.8	83.9	148.3
Drovers Journal (52X) A	132.5	175.6	332.5	421.6
Feedlot Management	24.7	31.4	66.3	107.8
Florida Cattleman	—	—	—	—
Hoards Dairyman (23X) A	124.9	175.4	297.9	385.0
Hog Farm Management	34.6	33.0	67.8	89.3
National Hog Farmer	145.5	113.7	356.0	327.3
Pork '86	85.1	90.3	235.3	215.3
Premier Hog Producer	18.5	14.0	43.3	32.0
Southern Beef Producer (8X)	—	—	—	—
Southern Hog Producer (6X) A	—	—	—	—
Sunbelt Dairyman (6X)	—	—	—	—
Western Livestock Reporter	98.8	108.6	233.2	257.0
Total Group	1,213.1	1,466.7	2,887.6	3,435.6
% change	-17.2%		-15.9%	
Fruit & vegetable				
American Fruit Grower	—	—	—	—
American Vegetable Grower	—	—	—	—
Citrus & Vegetable	138.0	145.7	290.5	295.7
Total Group	138.0	145.7	290.5	295.7
% change	-5.2%		-1.7%	

	Pages			
	April-June 1986	April-June 1985	Jan.-June 1986	Jan.-June 1985
General farm publications				
American Agriculturist	—	—	—	—
California Farmer (21X) A	144.1	163.0	323.4	365.0
Farm Futures	110.2	81.9	306.2	269.5
Farm Industry News (10X)	74.6	83.8	284.7	309.6
Farm Journal Inc.				
Beef Extra (11X)	30.9	—	61.2	45.3
Dairy Extra (11X)	57.9	—	107.9	40.8
Farm Journal (14X)	118.4	156.8	384.7	431.0
Hog Extra (10X) 32.5	—	79.6	30.0	
Top Producer	48.6	54.1	109.4	105.7
Farmer-Stockman Unit				
Oklahoma Farmer-Stockman (12X)	53.3	41.3	102.6	102.2
Texas Farmer-Stockman (12X)	48.9	39.2	100.7	85.1
Florida Grower & Rancher	84.3	72.8	174.0	163.6
The Grower	96.6	93.3	178.2	181.5
Harvest Publishing Unit (21X)				
Kansas Farmer (21X)	96.0	102.2	294.7	320.3
Michigan Farmer (21X)	92.8	91.3	271.4	311.0
Missouri Ruralist (21X)	107.7	118.2	349.6	383.8
Ohio Farmer (21X)	108.9	128.7	336.8	427.5
Pennsylvania Farmer (21X)	68.1	73.7	235.9	282.1
High Plains Journal				
Central Kansas (52X)	467.8	540.7	979.7	1,069.8
Colorado	479.6	540.4	1,001.0	1,046.2
Nebraska	451.0	527.0	952.4	1,029.2
Oklahoma-Texas	463.9	546.8	969.3	1,073.3
Western Kansas	523.4	598.3	1,086.4	1,162.7
Irrigation Age (10X) A	32.4	36.4	99.3	139.6
Kentucky Farmer	70.5	71.3	173.2	185.2
Lancaster Farming (52X)	1,644.9	1,393.5	3,520.8	3,031.4
Midwest Farm Paper Unit (24X)				
Nebraska Farmer	177.9	226.7	566.7	668.8
Prairie Farmer A	163.3	213.8	506.0	649.5
Indiana Edition	162.4	211.6	486.1	615.4
Wallaces Farmer (24X) A	137.0	166.3	460.9	575.2
Wisconsin Agriculturist (22X)	103.3	123.3	317.3	373.7
Pecan South (6X)	23.8	11.5	45.7	28.5
Progressive Farmer A	—	—	—	—

	Pages			
	April-June 1986	April-June 1985	Jan.-June 1986	Jan.-June 1985
Specialized Agricultural Publications				
Coastal Plains Farmer	29.2	38.0	80.2	73.7
Flue Cured Tobacco Farmer	24.2	31.4	76.7	76.1
Peanut Farmer (8X)	42.5	37.6	87.8	75.5
Successful Farming A	112.1	128.6	390.2	407.0
Tennessee Farmer	—	—	—	—
Western Unit Farm Magazines				
Colorado Rancher & Farmer (14X)	71.1	74.1	177.0	195.3
Western Farmer-Stockman Magazines				
Arizona Farmer-Stockman (12X)	56.2	69.9	123.3	142.3
Idaho Farmer-Stockman (20X)	106.5	116.0	287.4	315.0
Montana Farmer-Stockman (20X)	157.8	201.1	392.2	485.1
Oregon Farmer Stockman (20X)	78.6	92.3	218.1	253.3
Utah Farmer-Stockman (20X)	66.6	89.6	166.6	233.6
Washington Farmer Stockman (20X)	90.1	103.0	237.1	268.7
Total Group	7,109.9	7,489.6	17,102.4	18,028.1
% change	-5.0%		-5.1%	
Poultry				
Broiler Industry	143.2	132.6	326.8	296.6
Poultry Digest	67.8	53.4	126.6	96.6
Poultry Tribune	58.0	51.4	115.5	110.3
Poultry & Egg News	—	—	—	—
Poultry Times	—	—	—	—
Northeast/Midwest	—	—	—	—
Pacific Edition	—	—	—	—
Southeast Edition	—	—	—	—
Southwest Edition	—	—	—	—
Poultry & Egg Mktg	—	—	—	—
Total Group	269.0	237.4	568.9	503.5
% change	+13.3%		+12.9%	

(X) Represents the number of times published each year; publications are monthly unless otherwise specified. A: Sectional linage included but prorated to circulation of regional editions.

L.A. hit by Lipton's citrus rain

Lipton Fruit Tea bows in a tv :30 and a :15 entitled "Let it pour," which features a shower of thousands of lemons and limes. The spots open with a young couple under a beach umbrella at poolside. Suddenly, a sprinkling "rainfall" of fruit begins, then a torrential downpour as the chorus sings, "Let it pour!" and the couple runs for cover under a colorful cabana. The spot was filmed at a Los Angeles pool after a series of experiments in the New York studio of director Andy Jenkins. He decided to photograph the fruit shower at 96 frames a second to give the Thomas J. Lipton Inc. spot a slow-motion, "live-action cartoon feel" without making the actor and actress' movements look unreal. Instead of using actual fruits, he used plastic lemons and limes. Crew members regulated the flow of the fruits via sheets stretched across the pool and the cabana. Creative credits at MCA Advertising, New York: Harvey Gabor, creative director, and Dick Wotring, producer. Production credits at Jenkins Covington Newman Rath, New York, besides Mr. Jenkins: Frank Nugent, producer.

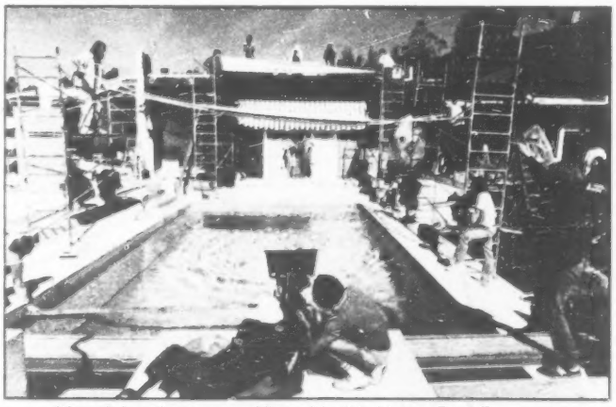
U.S. Postal Service, Washington, post-produced a :30 in which a new set of presidential stamps was introduced, displayed one per frame to create a layered effect as historic footage was shown in the background. Ira Schweitzer and Art Dome of Image Mix, New York, handled the editing with Will Wright, senior producer, Young & Rubicam.

David Lerner Associates, a New York investment company, has done an animated tv and cable :30 in which the company comes to the assistance of an average investor, depicted as bewildered as he heads down the road of investment decisions. An upcoming print campaign also will mirror the tv cartoon approach. Creative credits:

SHOOTS

Skip Ackerman, creative director; Joan Haberman, producer; Sandy Salatan, copywriter, and Maxine Brenneran, art director. Production credit: KCMP Productions, New York.

Marine Midland Bank, New York, used music in a tv :30 to contrast the attentive concern of its employes with the lackadaisical attitude of those in rival banks. Credits at DMB&B: Shelley Platt, producer; Al Silver, creative group head/art director, and Ed Caffrey, creative director/writer. Music credits at Roy Eaton Music, Roosevelt Island, N.Y.: Roy Eaton, producer, and Wally Strickland, composer/arranger.



It's raining "lemons and limes" in this Lipton Fruit Tea spot.

Pontiac Dealers Advertising Assn. of New York, New Jersey and Connecticut used a hard-rock, synthesizer music score for its "The Pontiac push is on" campaign. Creative team at David Deutsch Associates, New York: Donald Deutsch and Rich Kirschenbaum, producers. Production credits: Richard Lavsky and Tamara Kline, composers/arrangers, the Music House, also New York.

Bloomingdale's, New York, finished two music video-like tv :30s entitled "Countdown to summer fashion" and "Countdown to summer furniture," both shot at an elegant downtown Manhattan duplex loft. Claude Mogin, a well known fashion and beauty photographer who formed his own production house a year ago, directed the :30s. Creative credits: Bruce Allen, producer, and Doug Bartow, art director, of Grey Advertising, with John Jay, Bloomingdale's creative director. Production team: Mr. Mogin, director, and Declan Quinn, director of photography, both Claude Mogin Productions, with Bob Lampel, producer, BLTV, also New York. Both shops had worked together for Bloomie's on an earlier music video-like project.

Shoots is compiled by New York-based senior editor James P. Forkan.

Tighe

(Continued from Page 63)

place, nobody had ever done it before—and mail-order practitioners are a conservative bunch.

In the second place, you have to pay a premium for every first-class business reply card mailed back to you. And what good are a bunch of "No's"?

What good indeed? Today, we all know that using a Yes/No option usually generates enough additional "Yes" responses to pay for the "No's"—and then some. But nobody knew it then.

That may have been the beginning of database development, which of course the *Digest* more or less invented years before it became a buzzword. I say "may have been" because I don't know what the *Digest* did with its No's back in those dear, dead pre-sweepstakes days.

If it was like most other mailers, however, it probably didn't do much with 'em; more's the pity. But that's another story for another column.

What *can* you do with No's? Before answering that one, let me ask you another. Is a No really a No? Or is it a Yes in disguise? Let's examine this more closely.

What do you do if you really and truly have no use for the product or service described in the mailing you've just opened—if, for example, you're a practicing Catholic and the mailing is for birth control pills?

You scan the headline and throw it away—which, as we know, is what most junk mail recipients do. If the envelope cornercard and teaser copy telegraph that the contents hold absolutely no interest for you, you may even throw it away unopened.

But suppose that the mailing is about something you *may* be interested in. Suppose, for example, that you are an accountant and the mailing is about a new tax service. *(To be continued.)*#

Copywriter/consultant Mr. Tighe is known in direct-marketing circles as one of the most successful free lancers. Based in New York, he serves clients throughout the U.S. and Canada.

Study

(Continued from Page 63)

an inbound facility pay from $14,000 to $75,000 with an average of $37,078. In facilities that handle both inbound and outbound calls, managers earn from $8,000 to $81,000 with an average of $37,036.

For managers, salary represents 82% to 89% of total compensation.

Telemarketing supervisors in outbound centers earn $10,000 to $60,000, averaging $20,461. In inbound facilities, they earn $10,500 to $40,000, averaging $20,244. Those working in combined facilities earn $10,500 to $50,000, averaging $23,646.

For supervisors, salary is about 90% of total compensation.

Telephone sales representatives in outbound facilities make from $3.50 to $33 an hour, averaging $8.41. In inbound centers, they earn from $4 to $16.83 per hour, averaging $7.34. And in combined centers, they earn from $3.55 to $28 per hour, averaging $8.78.

Those salaries represent 81% to 92% of total compensation.

Additional compensation beyond salary comes from profit sharing, guaranteed bonuses, nonguaranteed bonuses, incentive plans and commissions.

Profit-sharing plans and nonguaranteed bonuses are the two most prevalent forms of added compensation in all companies for managers and directors, while supervisors are most likely to have incentive plans and nonguaranteed bonuses.#